



Attorney Docket No.: P13019-US2

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Mail Stop AMENDMENT  
Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450

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Date: January 4, 2005

*Pamela S. Newton*

Pamela S. Newton

Re: Patent Application for:  
**"EVENT-BASED ADVERTISEMENTS"**  
 Serial No. 09/907,899  
Attorney Docket No. P13019-US2

Dear Sir:

Enclosed for filing please find the following items relating to the above-identified application:

- (1) Amendment Transmittal Letter (1 page); and
- (2) Amendment (8 pages).

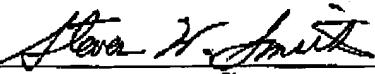
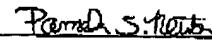
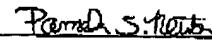
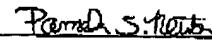
The commissioner is hereby authorized to charge any additional fees associated with this communication or credit any overpayment to Deposit Account No. 50-1379.

Should you have any questions or comments concerning this matter, please feel free to contact the undersigned at 972/583-1572.

Sincerely,

Steven W. Smith  
Reg. No. 36,684

SWS/psn

<b>AMENDMENT TRANSMITTAL LETTER (Large Entity)</b>				Docket No. P13019-US2											
Applicant(s): Trond Gledje															
Application No. 09/907,899	Filing Date July 19, 2001	Examiner Todd, Gregory G	Customer No. 27045	Group Art Unit 2157	Confirmation No. 9944										
Invention: <b>EVENT-BASED ADVERTISEMENTS</b>															
<b><u>COMMISSIONER FOR PATENTS:</u></b>															
Transmitted herewith is an amendment in the above-identified application.															
The fee has been calculated and is transmitted as shown below.															
<b>CLAIMS AS AMENDED</b>															
	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST # PREV. PAID FOR	NUMBER EXTRA CLAIMS PRESENT	RATE	ADDITIONAL FEE										
TOTAL CLAIMS	17 -	20 =	0	x \$18.00	\$0.00										
INDEP. CLAIMS	2 -	3 =	0	x \$200.00	\$0.00										
Multiple Dependent Claims (check if applicable) <input type="checkbox"/>															
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT					\$0.00										
<p><input checked="" type="checkbox"/> No additional fee is required for amendment.</p> <p><input type="checkbox"/> Please charge Deposit Account No. 50-1379 In the amount of \$0.00</p> <p><input type="checkbox"/> A check in the amount of _____ to cover the filing fee is enclosed.</p> <p><input checked="" type="checkbox"/> The Director is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account 50-1379</p> <p><input checked="" type="checkbox"/> Any additional filing fees required under 37 C.F.R. 1.16.</p> <p><input checked="" type="checkbox"/> Any patent application processing fees under 37 CFR 1.17.</p>															
 <u>Steven W. Smith</u> <i>Signature</i>															
Dated: 1-4-2005															
<p><b>Steven W. Smith</b>  <b>Reg No. 36,684</b>  <b>Ericsson Inc.</b>  <b>6300 Legacy Drive, M/S EVR 1-C-11</b>  <b>Plano, TX 75024</b></p>															
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td colspan="2" style="text-align: center;">CERTIFICATE OF MAILING OR TRANSMISSION</td> </tr> <tr> <td colspan="2" style="text-align: center;">I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to the U.S. Patent and Trademark Office, P. O. Box 1450, Alexandria, VA 22313-1450, or being facsimile transmitted to the USPTO on the date indicated below.</td> </tr> <tr> <td colspan="2" style="text-align: center;">   <i>Pamela S. Newton</i>  <i>Signature</i> </td> </tr> <tr> <td style="width: 45%;">Pamela S. Newton</td> <td style="width: 45%;">January 4, 2005</td> </tr> <tr> <td colspan="2" style="text-align: center;"><i>Depositor's Name and Date</i></td> </tr> </table>						CERTIFICATE OF MAILING OR TRANSMISSION		I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to the U.S. Patent and Trademark Office, P. O. Box 1450, Alexandria, VA 22313-1450, or being facsimile transmitted to the USPTO on the date indicated below.		 <i>Pamela S. Newton</i> <i>Signature</i>		Pamela S. Newton	January 4, 2005	<i>Depositor's Name and Date</i>	
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Pamela S. Newton	January 4, 2005														
<i>Depositor's Name and Date</i>															
CC:															

Attorney Docket No. P13019-US2  
Customer Number 27045

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Applicant: Trond Gledje

Group Art Unit: 2157

JAN 04 2005

Serial No: 09/907,899

Examiner: Todd, Gregory G

Filed: July 19, 2001

Confirmation No.: 9944

For: EVENT-BASED ADVERTISEMENTS

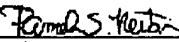
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Date: January 4, 2005

  
Pamela S. Newton

Dear Sir:

**AMENDMENT**

In response to the Office Action dated October 5, 2004, the Applicant submits the following amendments and remarks.

**SUMMARY OF AMENDMENTS**

Claims 1, 3, 5, 8-10, 12, 13, and 15-17 have been amended.

A complete list of pending claims follows.

Amendment - PAGE 1 of 8  
EUS/J/P/04-8914